

ABSTRACT

A system and method which evaluates the efficacy of tailored online health related behavioral materials provided to a human subject. More particularly, a method of evaluating the efficacy of online behavioral material in a clinical study including enrolling a plurality of customers, performing a computerized initial, randomly segregating the plurality of customers into a first group which accesses tailored behavioral material online and a second group which accesses non-tailored behavioral material online, providing the first group with tailored behavioral material, providing the second group with non-tailored behavioral material, providing the first group and the second group with a computerized first and second series of questions, analyzing the responses of the first group and the second group to the first and second series of questions according to predetermined factors, and evaluating the efficacy of the behavioral material.